

SYSTEM AND METHOD FOR GENERATING AND DISTRIBUTING A PUBLICATION

ABSTRACT OF THE DISCLOSURE

5 A system and method for formatting a publication are provided. Broadly
stated, the method comprises the steps of associating a content item with a
publication in the server, identifying a presentation platform from a number of
potential presentation platforms, and generating an output file in the server including
the content item in a digital format recognizable by the presentation platform.

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